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## NOTICE OF ALLOWANCE AND FEE(S) DUE

24498 7590 04/29/2011  
Robert D. Shedd, Patent Operations  
THOMSON Licensing LLC  
P.O. Box 5312  
Princeton, NJ 08543-5312

EXAMINER

REAGAN, JAMES A

ART UNIT

PAPER NUMBER

3621

DATE MAILED: 04/29/2011

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/636,393	08/09/2000	Nizar Allibhoy	PU050092	5554

TITLE OF INVENTION: METHOD AND SYSTEM FOR CONTROLLING AND AUDITING CONTENT/SERVICE SYSTEMS

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1510	\$0	\$0	\$1510	07/29/2011

**THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED.** THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

**THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED.** SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

## HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

**IMPORTANT REMINDER:** Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

# **PART B - FEE(S) TRANSMITTAL**

**Complete and send this form, together with applicable fee(s), to: Mail Mail Stop ISSUE FEE  
Commissioner for Patents  
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or Fax (571)-273-2885**

**INSTRUCTIONS:** This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

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Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

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## **Certificate of Mailing or Transmission**

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/636,393	08/09/2000	Nizar Allibhoy	PU050092	5554

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nonprovisional	NO	\$1510	\$0	\$0	\$1510	07/29/2011

EXAMINER	ART UNIT	CLASS-SUBCLASS
REAGAN, JAMES A	3621	705-051000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

☐ Change of correspondence address (or Change of Correspondence Address form PT09/SB12) attached;

☐ "Fee Address" indication (or "Fee Address" Indication form PT08/47; Rev 03-02 or more recent) attached. Use of a **Customer Number is required.**

2. For printing on the patent front page, list

- |  |   |
|--|---|
| (1) the names of up to 3 registered patent attorneys or agents OR, alternatively,  | 1 |
| (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed. | 2 |
|  | 3 |

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.111. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☐ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☐ Issue Fee  
☐ Publication Fee (No small entity discount permitted)  
☐ Advance Order - # of Copies \_\_\_\_\_

4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)

- ☐ A check is enclosed.  
☐ Payment by credit card. Form PT0-2038 is attached.  
☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number \_\_\_\_\_ (enclose an extra copy of this form).

5. **Change in Entity Status** (from status indicated above)

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_  
Typed or printed name \_\_\_\_\_ Registration No. \_\_\_\_\_

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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24498 7590 04/29/2011  
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EXAMINER	
REAGAN, JAMES A	
ART UNIT	PAPER NUMBER
3621	

DATE MAILED: 04/29/2011

## Determination of Patent Term Adjustment under 35 U.S.C. 154 (b) (application filed on or after May 29, 2000)

The Patent Term Adjustment to date is 903 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 903 day(s).

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

## Privacy Act Statement

**The Privacy Act of 1974 (P.L. 93-579)** requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

**Notice of Allowability****Application No.**

09/636,393

**Applicant(s)**

ALLIBHOY ET AL.

**Examiner**

JAMES A. REAGAN

**Art Unit**

3621

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to the communication of 08/26/2010.
2. ☒ The allowed claim(s) is/are 1,8-12 and 18-41.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some\* c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
- (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
- 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_.
- (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1. ☒ Notice of References Cited (PTO-892)
2. ☒ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date 03/21/2011
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_.
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_.

## **DETAILED ACTION**

### **Status of Claims**

1. This action is in reply to the response filed on **08/26/2010**.
2. Claims 3-7, 13-17, and 42-50 have been canceled.
3. Claims 1, 8, and 28 have been amended by Examiner's amendment below.
4. Claim 2 has been canceled by Examiner's amendment below.
5. Claims 1, 8-12, and 18-41 are currently pending and have been examined.

### **Allowable Subject Matter**

6. Claims 1, 8-12, and 18-41 are allowed. See Reasons for Allowance under separate heading.

### **Information Disclosure Statement**

7. The Information Disclosure Statement filed on **03/21/2011** has been considered. An initialed copy of the Form 1449 is enclosed herewith.

#### EXAMINER'S AMENDMENT

8. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.
9. Authorization for this examiner's amendment was given in a telephone interview with Joel Fogelson on 24 November 2010.
10. The application has been amended as follows:

#### CLAIM 1:

(currently amended) A method of controlling a financial transaction between a receiver and a content provider occurring over a network operated by a network operator, wherein said content provider offers enhanced content programming relating to the financial transaction, the method comprising the steps of:

intercepting a user request for the enhanced content programming, said user request originating in the receiver, wherein said intercepting step is performed by a third party;

permitting the enhanced content programming to be provided to the receiver over the network in response to the user request only if the content provider is an authorized content provider of the third party and preventing the transmission of content to said user if said content provider is unauthorized, wherein said permitting step is performed by said third party; and

storing information relating to the enhanced content programming provided to the receiver in response to the user request, wherein said storing step is performed by said third party, wherein said third party is not a content provider itself for said user request [1]; and

determining if the content provider is authorized by the network operator to offer enhanced content programming over the network, wherein said request for said content is intercepted by said third party and rerouted by said third party to said authorized content provider for said enhanced content programming if said user request was directed to said unauthorized content provider.

**CLAIM 2:**

(cancelled)

**CLAIM 8:**

(currently amended) A method for monitoring a network transaction between a user receiver and a content provider, the method comprising the steps of:

intercepting a user request directed at the content provider by the user receiver, wherein said intercepting is performed by a third party;

appending additional parameters to said user request; directing said appended user request to the content provider if the content provider is authorized to provide enhanced content programming to the user receiver and performing at least one of the following steps if the content provider is unauthorized;

terminating the network transaction between the user receiver and the content provider if the content provider is unauthorized, and forwarding said appended user request to a substitute content provider if the content provider is unauthorized;

otherwise if the content provider is authorized intercepting a user request response directed at the user receiver by the content provider, wherein said user request response comprises at least a portion of the network transaction and said intercepting is performed by said third party;

extracting information from said intercepted user request response; and



forwarding said user request response by said third party to the user receiver [[:]]; and

determining if the content provider is authorized by the network operator to offer enhanced content programming over the network, wherein said request for said content is intercepted by said third party and rerouted by said third party to said authorized content provider for said enhanced content programming if said user request was directed to said unauthorized content provider.

**CLAIM 28:**

(currently amended) A method of controlling a network transaction, the method comprising the steps of:

directing enhanced broadcast information via a network to a plurality of receivers wherein said network is controlled by a network operator, and wherein at least a portion of said enhanced broadcast information is provided by at least one content operator;

detecting triggers within said portion of said enhanced broadcast information provided by said at least one content provider, wherein said detecting step is performed by a third party;

intercepting by said third party a user request directed at said at least one content provider from a receiver of said plurality of receivers coupled to said network;

directing said intercepted user request to a third party controller;

appending third party parameters to said intercepted user request;

directing said appended user request to said at least one content provider if said at least one content provider is authorized and redirecting said user request to an authorized content provider if it is determined that said at least one content provider is not authorized;

appending third party markers to a response to said appended user request, wherein said appending step is performed by said at least one content provider; directing said appended response to said receiver;

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detecting by said third party controller said third party markers appended to said response; and

storing transaction information provided by said at least one content provider in said response, wherein said storing step is controlled by said third party controller [1.]; and

determining if the content provider is authorized by the network operator to offer enhanced content programming over the network, wherein said request for said content is intercepted by said third party and rerouted by said third party to said authorized content provider for said enhanced content programming if said user request was directed to said unauthorized content provider.

### Reasons For Allowance

11. The following is an Examiner's statement of reasons for allowance:

None of the art of record, taken individually or combination, disclose at least the method step or system components of:

- *controlling a financial transaction between a receiver and a content provider occurring over a network operated by a network operator, wherein said content provider offers enhanced content programming relating to the financial transaction, the method comprising the steps of:*
- *intercepting a user request for the enhanced content programming, said user request originating in the receiver, wherein said intercepting step is performed by a third party;*
- *permitting the enhanced content programming to be provided to the receiver over the network in response to the user request only if the content provider is an authorized content provider of the third party and preventing the transmission of content to said user if said content provider is unauthorized, wherein said permitting step is performed by said third party;*
- *storing information relating to the enhanced content programming provided to the receiver in response to the user request, wherein said storing step is performed by said third party, wherein said third party is not a content provider itself for said user request; and*
- *determining if the content provider is authorized by the network operator to offer enhanced content programming over the network, wherein said request for said content is intercepted by said third party and rerouted by said third party to said authorized content provider for said enhanced content programming if said user request was directed to said unauthorized content provider.*

- 12.** The Examiner has carefully reviewed the Applicants comments and assertions and agrees:

Ben-Shaul teaches that it is the user who needs to be authorized. In contrast, the invention is about the authorization of the content provider which supplies requested content, not the user (as disclosed in Ben-Shaul). This is a fundamental difference between the Examiner's application of the cited art and the invention. Ben-Shaul does not disclose the claimed element of "preventing the transmission of content to said user if said content provider is unauthorized". If one to logically apply the concept of the "hotlist" to Ben-Shaul, one would develop a system where the edge servers 214 of Ben-Shaul would be akin to the repositories in Stefik. The idea of the hotlists would then further suggest that Ben-Shaul and Stefik would have a system where the population of the same content between different edge servers, in a content delivery network, would depend on whether or not the edge server to be populated is secure to have content transmitted to such an edge server. This has nothing to "preventing the transmission of content to said user if said content provider is unauthorized", where the content to be transmitted is meant for a particular user in response to a user request as claimed.

The claim cites a step of "said request for said content is intercepted by said third party and rerouted by said third party to said authorized content provider for said enhanced content programming is said user request was directed toward said unauthorized content provider." The actual teaching in Ben-Shaul is as disclosed in paragraph 0369 which discloses what happens when a server fails. That is, Ben-Shaul teaches the concept of taking a user request (which is directed towards a website) and redirecting such a user request to an edge server, which in theory has the same content and is closer to a user than the content provider specified in a user request. What Ben-Shaul teaches is that a request for content will not be forwarded to an edge server, if such an edge server is non-operation. Restating this concept, a user request will not be redirected if there is a problem with an edge server.

## CONCLUSION

13. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure:
- **TANIGAWA** et al. (EP 0 810 790 A2) discloses a transmitting apparatus for an interactive communication system using a broadcast wave, which includes a first storage unit, a second storage unit, and a transmitting unit. The first storage unit stores a plurality of frames of image data. The second storage unit stores control information which shows links between said plurality of frames of image data stored in the first storage unit, and which indicates a combining of a supplementary design with the image data. These supplementary designs are stored by a receiving apparatus and are combined with the image represented by the image data. The transmitting unit repeatedly transmits a predetermined number of frames of image data together with corresponding control information.
  - **WUGOFSKI**, discloses that xHTML specifies a collection of document type definition (DTD) sets that can be combined to specify an xHTML-based platform. Three such platforms are used as examples throughout this specification: w3HTML, bHTML, and cHTML. The w3HTML platform provides support full World Wide Web (WWW) connectivity. The bHTML platform provides a profile for TV-centric products. The cHTML platform provides a compact profile for appliance-oriented products. This design allows content developers to author content for a variety of platforms and for consumer electronics manufacturers to develop a range of platforms, some with full World Wide Web operability.

- **CHEE** et al. (UK Patent Application GB 2,340,276 A) discloses creating print-enabled JAVA applet advertisement banners (Figs. 3 and 4). Whereas normally, clicking on a banner advertisement would take the user to the home page of the advertising business, and the user would have to navigate the Web to find the appropriate information (click-through), the present invention provides extensions to the advertisement banners, enabling printed content to be obtained with a one-click request from the Web advertisement. This enables direct Web delivery of, e.g. printed produce literature, purchase orders, coupons, gift certificates and tickets, without the advertiser needing to develop a Web site. When the user clicks on the banner to request a printable page, a hard copy server retrieves the requested information and formats it based on the capabilities of the requesting Web browser, platform and operating system. Print enabling code (i.e. to cause automatic page printing or to provide printing instructions for the user, depending on whether or not the browser is print-capable) are also embedded into the printable page before sending it to the browser. The printable content can be dynamically generated, and the printed deliveries can be tracked.
- **TEN KATE** et al. (WO 98/53611) discloses a television transmitter transmits additional information in the form of Web pages along with the television signal. The transmission further includes triggers (71) for selectively invoking said Web pages in synchronism with the program. The triggers include (or refer to) a perceptible signal, e.g. a pictogram or an audible beep. In response to receiving a trigger, a receiver reproduces said perceptible signal without substantially disturbing the television screen. The user is thus timely alerted about additional information related to the television program when viewing it. Then, he may or may not invoke the relevant Web page at his own discretion. To inform the public in advance of the triggers that will be broadcast and to provide easy access to the Web pages at an earlier or later stage, the transmission further includes a table of

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contents (80) identifying the triggers that are being transmitted during the program. The table of contents itself may be invoked by a trigger (70).

14. Any inquiry of a general nature or relating to the status of this application or concerning this communication or earlier communications from the Examiner should be directed to **James A. Reagan** ([james.reagan@uspto.gov](mailto:james.reagan@uspto.gov)) whose telephone number is **571.272.6710**. The Examiner can normally be reached on 8:00a - 5:00p M-F. If attempts to reach the examiner by telephone are unsuccessful, the Examiner's supervisor, **ANDREW J. FISCHER** can be reached at **571.272.6779**.
15. Should Applicant desire in the future to receive formal or informal email communications from the Examiner (e.g. acknowledgments, references, courtesy copies of documents, etc.), the electronic file must contain written authorization to conduct email communications. See MPEP §502.03 III. For Applicant's benefit, exemplary language for written authorization is in MPEP §502.03 III. ¶4. The exemplary language is:

***Recognizing that Internet communications are not secure, I hereby authorize the USPTO to communicate with me concerning any subject matter of this application by electronic mail. I understand that a copy of these communications will be made of record in the application file.***

16. In the situation where Applicant desires to receive email communications from the Examiner, the Examiner suggests placing the above exemplary language in Applicant's next correspondence.
17. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://portal.uspto.gov/external/portal/pair> . Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at **866.217.9197** (toll-free).



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18. Any response to this action should be mailed to:

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or faxed to **571-273-8300**.

19. Hand delivered responses should be brought to the **United States Patent and Trademark Office Customer Service Window:**

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